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SPLENDIDO RECOGNIZED FOR MARKETING INNOVATION

New Community Wins Three 2006 Best of Seniors Housing Awards

Tucson, Ariz. – (Feb. 15, 2006) --- Splendido, a Continuing Care Retirement Community (CCRC) opening in Oro Valley this fall, was recognized nationally as among the "best of the best" in the seniors housing industry for demonstrating innovation in its marketing efforts. Splendido received both an Innovation Award and a Gold Award for its Copper Card program, and a Silver Award for its Resident Referral "Deputy" program.

The National Association of Home Builders (NAHB) presented the awards during the 2006 Best of Seniors Housing Awards ceremony January 11, held in conjunction with the International Builders' Show in Orlando, Florida. The event is the largest homebuilding and construction industry trade show in the world.

Splendido is a joint venture of Illinois-based Mather LifeWays, a 50+-year-old not-for-profit organization committed to creating ways to age well for older adults, and Arizona-based The Plaza Companies, a for-profit organization and a recognized leader in retirement community development. According to Sharon Harper, President and CEO of The Plaza Companies, being recognized by the NAHB reaffirms the fact that Splendido is succeeding in striving to be one of the best senior living communities in the country. "The awards are a tangible reflection of something that Splendido members have known all along – this community is truly a distinctive choice in retirement living, offering exceptional services, amenities, and activities, which made it easy to design creative, insightful marketing programs."

The Copper Card allows Splendido Charter Members to take advantage of discounts and specials offered by Tucson-area businesses. "The idea behind the program was to provide an opportunity for new residents to get out and explore their community," said Monnie Applegate, Director of Community Relations for Splendido. "Members save money, and businesses raise their visibility by offering their products and services to new customers."

The Old West-themed "Deputy" program offered incentives and rewards, "Splendido Bounty," to Charter Members who helped recruit new residents.

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The NAHB 50+ Housing Council, which has promoted excellence in the 50+ housing industry for the past 14 years, presented 132 Gold and Silver awards in 58 categories to current and on-the-board projects from across the United States and as far away as Japan. Design categories covered a range of product types, such as active adult, aging in place, assisted living, continued-care retirement community, for-sale condominiums, rental apartments, and renovated seniors housing. Winners were also honored for excellence in marketing strategies focused on the mature market. Splendido was awarded one of nine Innovation Awards presented to projects that demonstrated extraordinary creativity.

The Awards were granted by a 13-member panel of architects, builders, designers, marketing professionals, and universal design specialists who judged the projects on innovative architecture, interior design, merchandising, marketing, and how effectively they responded to the housing demands of the burgeoning 50+ market. Marketing categories focused on brochures, advertising campaigns, sales centers and special promotions.

About Mather LifeWays

Mather LifeWays is a 50+-year-old, unique not-for-profit organization dedicated to enhancing the lives of older adults through lifestyle and residential alternatives that create Ways to Age Well.SM From independent living to memory support and skilled care, Mather LifeWays' senior residences comprise a continuum of living and choices. Through community initiatives, including the successful Mather's—More Than a Café concept, neighborhoods become better places for older adults to live, work, learn, contribute, and play. The Mather LifeWays Institute on Aging plays a leading role in enhancing the lives of older adults through numerous collaborative and applied research and education projects. To learn more about Mather LifeWays, find your Way to www.matherlifeways.com.

About The Plaza Companies

The Plaza Companies is one of Arizona's premier developers of senior living communities and medical office buildings. Since 1975, the firm has successfully pioneered the growth of two health-related businesses – medical and research office environments and senior housing. The company recently received two prestigious awards in the state of Arizona: Sharon Harper, The Plaza Companies' President and CEO, was named "Woman of the Year 2003" by Arizona Woman magazine, and The Plaza Companies was honored with Westmarc's Best of the West 2003 Leadership Award. The Greater Phoenix Economic Council's 2000 Distinguished Service Award was also presented to The Plaza Companies in recognition of its commitment and leadership. The city of Peoria, Arizona, presented the Community Excellence Award 2001 to The Plaza Companies in recognition of its "intellectual, financial, and personal commitment that has brought significant and consistent variety to the community." More information is available at www.theplazaco.com.

ABOUT NAHB

The National Association of Home Builders is a Washington-based trade association representing more than 225,000 members involved in home building, remodeling, multifamily construction, property management, subcontracting, design, housing finance, building product manufacturing and other aspects of residential and light commercial construction. Known as "the voice of the housing industry," NAHB is affiliated with more than 800 state and local home builders associations around the country. NAHB's builder members will construct about 80% of the more than 1.84 million new housing units projected for 2006, making housing one of the largest engines of economic growth in the country.

ABOUT THE 50+ HOUSING COUNCIL

Since 1989, the 50+ Housing Council has served the special needs and interests of NAHB members and others in the housing industries who build for the growing 50+ market. The NAHB's 50+ Housing Council provides information, education and research to its members and offers advocacy support to NAHB members on key 50+ housing issues. The council supports 11 local councils around the United States and serves more than 1,200 NAHB members involved in 50+ housing. 50+ Housing Council products include an annual symposium: Building for Boomers & Beyond, the award-winning 50+ Housing Magazine, and industry research and education programs at the local, regional and national level. For more information, contact Elizabeth Landry at 202-266-8680 or elandry@nahb.com or visit www.nahb.org/50plus.